



WFTV-TV
P.O. Box 863324
Orlando, FL 32886-3324
ph: (407) 841-9000
fx: (407) 841-8259

Advertiser
Agency
Buyer
Salesperson

Pol/Brooks,Goodson,Brodeur/R/STR/F(168)
McLaughlin & Associates (2813)
CAMPBELL,MARIANNE
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political (1065)
RPOF 3 PAC BROOKS, GOODSON, BRODE
National/Political
430/06296724

Invoice 635744
Inv Date 9/30/2012
Terms Net 30
Contract 329014
Bill Type Standard
Period 8/27/2012 - 9/30/2012

McLaughlin & Associates
566 South Route 303
Blauvelt, NY 10913

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

RPOF-3 PAC
***** THIS IS A CASH IN ADVANCE

CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 4:51:25PM

Orlando (WFTV)

OFFICIAL BILLING INVOICE

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length		Copy/ISCI	Amount	Remarks
1.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1,Th-1	09/03/12 7:29AM (Mo)	00:30		BBOR100TVFL	\$2500.00	
1.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1,Th-1	09/04/12 7:59AM (Tu)	00:30		BBOR100TVFL	\$2500.00	
1.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1,Th-1	09/05/12 7:29AM (We)	00:30		BBOR100TVFL	\$2500.00	
1.0	Spot	7:00:00AM- 9:00:00	Day,M-1,Tu-1,W-1,Th-1	09/06/12 8:54AM (Th)	00:30		BBOR100TVFL	\$2500.00	
2.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	08/28/12 7:49AM (Tu)	00:30		BBOR100TVFL	\$2500.00	
2.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	08/29/12 7:59AM (We)	00:30		BBOR100TVFL	\$2500.00	
2.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	08/30/12 8:37AM (Th)	00:30		BBOR100TVFL	\$2500.00	
2.0	Spot	7:00:00AM- 9:00:00	Day,Tu-1,W-1,Th-1,F-1	08/31/12 7:55AM (Fr)	00:30		BBOR100TVFL	\$2500.00	
3.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1	09/03/12 11:42AM (Mo)	00:30		BBOR100TVFL	\$1400.00	
3.0	Spot	11:00:00AM-12:00:00	Day,M-1,Tu-1	09/04/12 11:42AM (Tu)	00:30		BBOR100TVFL	\$1400.00	
4.0	Spot	11:00:00AM-12:00:00	Day,Tu-1,W-1	08/28/12 11:33AM (Tu)	00:30		BBOR100TVFL	\$1400.00	
4.0	Spot	11:00:00AM-12:00:00	Day,Tu-1,W-1	08/29/12 10:59AM (We)	00:30		BBOR100TVFL	\$1100.00	
5.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1	09/03/12 12:21PM (Mo)	00:30		BBOR100TVFL	\$1100.00	
5.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1	09/04/12 12:54PM (Tu)	00:30		BBOR100TVFL	\$1100.00	
5.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1	09/05/12 12:53PM (We)	00:30		BBOR100TVFL	\$1100.00	
5.0	Spot	12:00:00PM- 1:00:00	Day,M-1,Tu-1,W-1,Th-1	09/06/12 12:52PM (Th)	00:30		BBOR100TVFL	\$1100.00	
6.0	Spot	12:00:00PM- 1:00:00	Day,Tu-1,W-1,Th-1,F-1	08/28/12 12:59PM (Tu)	00:30		BBOR100TVFL	\$1100.00	
6.0	Spot	12:00:00PM- 1:00:00	Day,Tu-1,W-1,Th-1,F-1	08/29/12 12:28PM (We)	00:30		BBOR100TVFL	\$1100.00	
6.0	Spot	12:00:00PM- 1:00:00	Day,Tu-1,W-1,Th-1,F-1	08/30/12 12:56PM (Th)	00:30		BBOR100TVFL	\$1100.00	
6.0	Spot	12:00:00PM- 1:00:00	Day,Tu-1,W-1,Th-1,F-1	08/31/12 12:22PM (Fr)	00:30		BBOR100TVFL	\$1100.00	
7.0	Spot	4:00:00PM- 5:00:00	Day,M-1,Tu-1,W-1,Th-1	09/03/12 4:45PM (Mo)	00:30		BBOR100TVFL	\$1000.00	
7.0	Spot	4:00:00PM- 5:00:00	Day,M-1,Tu-1,W-1,Th-1	09/04/12 4:56PM (Tu)	00:30		BBOR100TVFL	\$1000.00	
7.0	Spot	4:00:00PM- 5:00:00	Day,M-1,Tu-1,W-1,Th-1	09/05/12 4:37PM (We)	00:30		BBOR100TVFL	\$1000.00	
7.0	Spot	4:00:00PM- 5:00:00	Day,M-1,Tu-1,W-1,Th-1	09/06/12 4:15PM (Th)	00:30		BBOR100TVFL	\$1000.00	
8.0	Spot	4:00:00PM- 5:00:00	Day,Tu-1,W-1,Th-1,F-1	08/28/12 4:13PM (Tu)	00:30		BBOR100TVFL	\$1000.00	
8.0	Spot	4:00:00PM- 5:00:00	Day,Tu-1,W-1,Th-1,F-1	08/29/12 4:48PM (We)	00:30		BBOR100TVFL	\$1000.00	
8.0	Spot	4:00:00PM- 5:00:00	Day,Tu-1,W-1,Th-1,F-1	08/30/12 4:18PM (Th)	00:30		BBOR100TVFL	\$1000.00	
8.0	Spot	4:00:00PM- 5:00:00	Day,Tu-1,W-1,Th-1,F-1	08/31/12 4:20PM (Fr)	00:30		BBOR100TVFL	\$1000.00	
9.0	Spot	5:00:00PM- 5:30:00	Day,M-1,Tu-1,W-1	09/03/12 5:24PM (Mo)	00:30		BBOR100TVFL	\$2700.00	
9.0	Spot	5:00:00PM- 5:30:00	Day,M-1,Tu-1,W-1	09/04/12 5:22PM (Tu)	00:30		BBOR100TVFL	\$2700.00	
9.0	Spot	5:00:00PM- 5:30:00	Day,M-1,Tu-1,W-1	09/05/12 5:29PM (We)	00:30		BBOR100TVFL	\$2700.00	
10.0	Spot	5:00:00PM- 5:30:00	Day,Tu-1,W-1,Th-1	08/28/12 5:15PM (Tu)	00:30		BBOR100TVFL	\$2700.00	
10.0	Spot	5:00:00PM- 5:30:00	Day,Tu-1,W-1,Th-1	08/29/12 5:13PM (We)	00:30		BBOR100TVFL	\$2700.00	
10.0	Spot	5:00:00PM- 5:30:00	Day,Tu-1,W-1,Th-1	08/30/12 5:28PM (Th)	00:30		BBOR100TVFL	\$2700.00	
11.0	Spot	5:30:00PM- 6:00:00	Day,M-1,Tu-1,W-1,Th-1	09/03/12 5:52PM (Mo)	00:30		BBOR100TVFL	\$2700.00	
11.0	Spot	5:30:00PM- 6:00:00	Day,M-1,Tu-1,W-1,Th-1	09/04/12 5:42PM (Tu)	00:30		BBOR100TVFL	\$2700.00	
11.0	Spot	5:30:00PM- 6:00:00	Day,M-1,Tu-1,W-1,Th-1	09/05/12 5:42PM (We)	00:30		BBOR100TVFL	\$2700.00	
11.0	Spot	5:30:00PM- 6:00:00	Day,M-1,Tu-1,W-1,Th-1	09/06/12 5:53PM (Th)	00:30		BBOR100TVFL	\$2700.00	
12.0	Spot	5:30:00PM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	08/28/12 5:54PM (Tu)	00:30		BBOR100TVFL	\$2700.00	



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Pol/Brooks,Goodson,Brodeur/R/STR/F(168
McLaughlin & Associates (2813)
CAMPBELL,MARIANNE
Telerep/Washington DC, Washington DC
(1040)
ph: (555) 555-5555
Political (1065)
RPOF 3 PAC BROOKS, GOODSON, BRODE
National/Political
430/06296724

Invoice 635744
Inv Date 9/30/2012
Terms Net 30
Contract 329014
Bill Type Standard
Period 8/27/2012 - 9/30/2012

McLaughlin & Associates
566 South Route 303
Blauvelt, NY 10913

AgM

Product
Brand
Acct Types
Est/Headline
Demo
Revision
Comments

RPOF-3 PAC
***** THIS IS A CASH IN ADVANCE

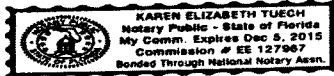
CO-OP/Order Type No/Normal
Package
Gen. Date 10/1/2012 4:51:25PM

OFFICIAL BILLING INVOICE

Orlando (WFTV)

Line	Type	Scheduled	Schedule Days to Run	Air Time	Length	Copy/ISCI	Amount	Remarks
12.0	Spot	5:30:00PM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	08/29/12 5:53PM (We)	00:30	BBOR100TVFL	\$2700.00	
12.0	Spot	5:30:00PM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	08/30/12 5:42PM (Th)	00:30	BBOR100TVFL	\$2700.00	
12.0	Spot	5:30:00PM- 6:00:00	Day,Tu-1,W-1,Th-1,F-1	08/31/12 5:28PM (Fr)	00:30	BBOR100TVFL	\$2700.00	
13.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1	09/03/12 6:22PM (Mo)	00:30	BBOR100TVFL	\$3700.00	
13.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1	09/04/12 6:00PM (Tu)	00:30	BBOR100TVFL	\$3700.00	
13.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1	09/05/12 6:24PM (We)	00:30	BBOR100TVFL	\$3700.00	
13.0	Spot	6:00:00PM- 6:30:00	Day,M-1,Tu-1,W-1,Th-1	09/06/12 6:23PM (Th)	00:30	BBOR100TVFL	\$3700.00	
14.0	Spot	6:00:00PM- 6:30:00	Day,Tu-1,W-1,Th-1,F-1	08/28/12 6:24PM (Tu)	00:30	BBOR100TVFL	\$3700.00	
14.0	Spot	6:00:00PM- 6:30:00	Day,Tu-1,W-1,Th-1,F-1	08/29/12 5:58PM (We)	00:30	BBOR100TVFL	\$3700.00	
14.0	Spot	6:00:00PM- 6:30:00	Day,Tu-1,W-1,Th-1,F-1	08/30/12 6:29PM (Th)	00:30	BBOR100TVFL	\$3700.00	
14.0	Spot	6:00:00PM- 6:30:00	Day,Tu-1,W-1,Th-1,F-1	08/31/12 6:12PM (Fr)	00:30	BBOR100TVFL	\$3700.00	
15.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-1,W-1,Th-1	09/03/12 7:25PM (Mo)	00:30	BBOR100TVFL	\$4500.00	
15.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-1,W-1,Th-1	09/04/12 7:05PM (Tu)	00:30	BBOR100TVFL	\$4500.00	
15.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-1,W-1,Th-1	09/05/12 7:29PM (We)	00:30	BBOR100TVFL	\$4500.00	
15.0	Spot	7:00:00PM- 7:30:00	Day,M-1,Tu-1,W-1,Th-1	09/06/12 7:24PM (Th)	00:30	BBOR100TVFL	\$4500.00	
16.0	Spot	7:00:00PM- 7:30:00	Day,Tu-1,W-1,Th-1,F-1	08/28/12 7:05PM (Tu)	00:30	BBOR100TVFL	\$4500.00	
16.0	Spot	7:00:00PM- 7:30:00	Day,Tu-1,W-1,Th-1,F-1	08/31/12 7:14PM (Fr)	00:30	BBOR100TVFL	\$4500.00	
17.0	Spot	7:30:00PM- 8:00:00	Day,M-1,Tu-1	09/03/12 7:48PM (Mo)	00:30	BBOR100TVFL	\$4500.00	
17.0	Spot	7:30:00PM- 8:00:00	Day,M-1,Tu-1	09/04/12 7:47PM (Tu)	00:30	BBOR100TVFL	\$4500.00	
18.0	Spot	7:30:00PM- 8:00:00	Day,Tu-1,W-1	08/28/12 7:42PM (Tu)	00:30	BBOR100TVFL	\$10000.00	
19.0	Spot	10:00:00PM-11:00:00	Day,Th-1	08/30/12 10:31PM (Th)	00:30	BBOR100TVFL	\$700.00	
20.0	Spot	12:00:00PM-12:30:00	Day,Sa-1	09/01/12 12:22PM (Sa)	00:30	BBOR100TVFL	\$2400.00	
22.0	Spot	6:00:00PM- 6:30:00	Day,Su-1	09/02/12 6:13PM (Su)	00:30	BBOR100TVFL	\$2500.00	
23.0	Spot	11:00:00PM-11:35:00	Day,Su-1	09/02/12 11:29PM (Su)	00:30	BBOR100TVFL	\$2500.00	
24.0	Spot	11:00:00PM-11:35:00	Day,M-1,Tu-1,W-1	09/03/12 11:33PM (Mo)	00:30	BBOR100TVFL	\$2500.00	
24.0	Spot	11:00:00PM-11:35:00	Day,M-1,Tu-1,W-1	09/04/12 11:35PM (Tu)	00:30	BBOR100TVFL	\$2500.00	
24.0	Spot	11:00:00PM-11:35:00	Day,M-1,Tu-1,W-1	09/05/12 11:56PM (We)	00:30	BBOR100TVFL	\$2500.00	
25.0	Spot	11:00:00PM-11:35:00	Day,Tu-1,W-1,Th-1	08/28/12 11:32PM (Tu)	00:30	BBOR100TVFL	\$2500.00	
25.0	Spot	11:00:00PM-11:35:00	Day,Tu-1,W-1,Th-1	08/29/12 11:21PM (We)	00:30	BBOR100TVFL	\$2500.00	
25.0	Spot	11:00:00PM-11:35:00	Day,Tu-1,W-1,Th-1	08/30/12 11:50PM (Th)	00:30	BBOR100TVFL	\$2500.00	
26.0	Spot	7:00:00AM- 9:00:00	Per week (3),Mo,Tu,We,Th	09/03/12 8:59AM (Mo)	00:30	BBOR100TVFL	\$2250.00	
26.0	Spot	7:00:00AM- 9:00:00	Per week (3),Mo,Tu,We,Th	09/04/12 8:41AM (Tu)	00:30	BBOR100TVFL	\$2250.00	
26.0	Spot	7:00:00AM- 9:00:00	Per week (3),Mo,Tu,We,Th	09/06/12 8:29AM (Th)	00:30	BBOR100TVFL	\$2250.00	
27.0	Spot	5:30:00AM- 6:00:00	Per week (1),Mo,Tu,We,Th	09/04/12 5:30AM (Tu)	00:30	BBOR100TVFL	\$4500.00	
28.0	Spot	7:30:00PM- 8:00:00	Per week (1),Fr	08/31/12 7:42PM (Fr)	00:30	BBOR100TVFL	\$700.00	M/G For 21.0.1
31.0	Spot	12:00:00PM-12:30:00	Per week (1),Sa	09/01/12 12:29PM (Sa)	00:30	BBOR100TVFL		

We warrant that the actual broadcast information shown on this invoice was taken from the official program log.



Gross Total	\$195,100.00	Total Spots	75
Commission	(\$29,265.00)		
Net Total	\$165,835.00		

WFTV-TV does not accept advertising contracts that impermissibly discriminate on the basis of race or ethnicity. This non-discrimination provision is a condition of each advertising contract with this station, whether verbal or written.

Officially printed on 11/02/12 04:25 PM